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The Effect of Value Perception and Satisfaction Towards Loyalty of Gojek Customers in Yogyakarta

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ABSTRACT. This study illustrates that Gojek customer loyalty in Yogyakarta remains significant even though it is still in tight business competition. This means that Gojek management must maintain and increase customer loyalty under any circumstances. In addition, the results of this study provide insights for academics in studying and developing research in the field of marketing, especially on the topic of customer loyalty. This study illustrates that Gojek customer loyalty in Yogyakarta remains significant even though it is still in tight business competition. This means that Gojek management must maintain and increase customer loyalty under any circumstances. In addition, the results of this study provide insights for academics in studying and developing research in the field of marketing, especially on the topic of customer loyalty.

Keyword: customer loyalty; perceived value; satisfaction

INTRODUCTION

Customer loyalty will be achieved if customer needs and customer satisfaction are met (Kotler & Keller, 2009). Customer loyalty is also a customer's willingness to use the company's services in the long run (C. Lovelock, Wirtz, & Mussry, 2010). Specifically, loyalty can be influenced by various variables such as perceived value, satisfaction, and culture in certain conditions or circumstances (Diallo, Diop-Sall, Djelassi, & Godefroit-Winkel, 2018; Parida & Sahney, 2017). Based on this, several key factors of customer loyalty are meeting customer needs and customer satisfaction.

Research on customer loyalty is carried out to test customer loyalty to products or services that have long been in the community among other competitors (Nusantara, 2019). This loyalty will be reflected in the benefits felt by customers, satisfaction and willingness to use the product or service compared to others (Nusantara, 2019). Therefore, this study specifically examines the perceived value and satisfaction of customer loyalty based on the research Diallo et al. (2018).

Perceptions of value build a person's mindset about the perceived benefits of a product or service (Katsikeas, Morgan, Leonidou, & Hult, 2016). Perception of value has a positive effect on customer loyalty (Chen, 2012; Diallo et al., 2018; Rabbane, Ramaseshan, Wu, & Vinden, 2012). This study argues that a person's perceived value for a product or service that provides greater benefits than others will affect customer loyalty. Therefore, this study examines the effect of perceived value on customer loyalty.

Customer satisfaction builds a person's mindset about the experience of a product or service (Katsikeas et al., 2016). Customer satisfaction has a positive effect on loyalty (Chen, 2012; Diallo et al., 2018; Mägi, 2003). This study argues that a person tends to be loyal to a product or service if it provides a good experience or pleasant impression. Therefore, this study examines the effect of satisfaction on customer loyalty.

This study uses different subjects, especially customer loyalty in Yogyakarta in the online transportation service industry. Technology plays a role in online transportation and is being responded to by a rapidly growing application, namely Gojek (Gojek, 2019a). The development of the use of the Gojek application is increasing in people's lives. Gojek is a transportation service company that can be accessed via smartphones and has been spread in various regions of Indonesia since 2010 (Nusantara, 2019). Based on Gojek's official website, Gojek began operating and growing rapidly in Yogyakarta at the end of 2015 and has become a pioneer compared to other online motorcycle taxi competitors such as Grab and Uber (Gojek, 2019b). This study argues that the Gojek fleet that is increasing every year in the Yogyakarta region shows evidence that online transportation service users are increasing.

On the one hand, increasing public needs regarding Gojek transportation services have a positive impact on the economy of the community, especially those who work at the company and provide many benefits for Gojek customers (Nusantara, 2019). In addition, Gojek provides increasingly varied services and prices that compete with other transportation service competitors such as Grab and Maxim. On the other hand, Gojek's business development also does not cover the weaknesses of existing businesses. For example, the innovation in Go-Jek creates competition with other online motorcycle taxis and conventional motorcycle taxis in finding customers (Nusantara, 2019).

Research on Gojek customer loyalty in Indonesia, especially in Central Java, has only been conducted in several regions, for example in Solo and Malang (Nusantara, 2019; Ramadan, 2019). Even though Gojek is a pioneer of online transportation services in Yogyakarta and competes with other competitors, maintaining customer loyalty is the key to the survival of a further business (Nusantara, 2019; Ramadan, 2019). Customer loyalty is important for a business because it can increase the income or profit of a business, and keep the business going continuously (Nusantara, 2019; Ramadan, 2019). Therefore, this study argues that Gojek customer loyalty in Yogyakarta in a period of approximately five years has become an interesting phenomenon to be studied empirically. Specifically, this research is important because there is little empirical testing of Gojek customer loyalty, more than that in Yogyakarta there is still not much research on this.

This research refers to previous research, namely Diallo et al. (2018) regarding important factors affecting customer loyalty, namely perceived value and satisfaction. This study develops this research to add to the generalization of research results in a different context, namely the online transportation service industry. An empirical research approach is expected to provide additional insights, insights, and theoretical and practical contributions for academics and non-academics alike. Specifically, this research is expected to develop management science, especially in the field of marketing management and consumer behavior. For researchers, the results of this study are expected to be used as additional references in future research. This research is also expected to be an insight for the management of online transportation services and especially the community or users of these services.

Loyalty is the relationship between customers and a product and can be specifically identified from the behavior of buying or using the product over and over again (Tjiptono, 2009). Loyalty is also a commitment to buy or reuse a product even though the influence of the situation and marketing efforts has the potential to cause consumers to switch to other products (Kotler & Keller, 2009). Specifically, loyalty is the willingness of consumers to continue to subscribe for the long term and use the product repeatedly and voluntarily recommend it to their colleagues (Chebat, El Hedhli, & Sirgy, 2009; CH Lovelock & Wright, 2007). Various variables that influence loyalty include perceived value, satisfaction, culture, commitment and trust (Diallo et al., 2018; Parida & Sahney, 2017; Tjiptono, 2009).

Loyalty can be created from several variables, including value creation and satisfaction (Barnes, 2003). Customer loyalty can be built with the stages of creating value to customers related to convenience and service for customers so that this leads to satisfaction, increasing and repeated purchases and recommendations to others. (Barnes, 2003).

Customer loyalty is influenced by a mindset about a product which is based on perceptual factors and the level of satisfaction experienced by a person (Katsikeas et al., 2016). In addition, cultural factors also affect a person's mindset which ultimately affects their behavior (Parida & Sahney, 2017). Perceptions of value, satisfaction and culture are important factors in customer loyalty (Diallo et al., 2018; Parida & Sahney, 2017).

The relationship between perceived value and customer loyalty varies and is influenced by time orientation (Diallo et al., 2018). Previous research has shown evidence that perceived value has a more significant effect on customer loyalty than other variables such as trust and commitment (Chen, 2012). In addition, various studies show that perceived value has a significant effect on customer loyalty (Amri, Ma'ruf, Tabrani, & Darsono, 2019; Hamouda, 2019; Scridon, Achim, Pintea, & Gavriltea, 2019). The relationship between perceived value and loyalty is very dynamic and needs to be studied empirically (El-Adly & Eid, 2016).

The perceived value can be based on the perceived usefulness in the Technology Acceptance Model (TAM), namely explain how a technology can provide more value than other alternative methods for the same task (Davis, 1989; Fred D. Davis, Richard P. Bagozzi, & Paul R. Warshaw, 1989). Technology that provides more value or benefits to someone will affect one's attitudes and intentions towards the technology (Fred D Davis, Richard P Bagozzi, & Paul R Warshaw, 1989). This shows that someone who feels that he gets more value or benefits from the technology used, the person's attitude and intentions for the technology will also be higher or more positive.

This study argues that a person's perceived value affects Gojek's customer loyalty because the benefits that customers have felt have been longer compared to other competitors. According to the TAM, the higher it is the benefits felt by someone, the higher one's perception of value for a service used. This shapes one's attitude and intention to reuse Gojek services so that customer loyalty is also getting higher.

In addition, based on the perception of goals and action identity theory, perceived value in marketing research can be classified as achieving the most optimal goals of a marketing activity (Sirdeshmukh, Singh, & Sabol, 2002). Sirdeshmukh et al. (2002) explained that perceived value can be explained as a person's motivation which influences a person's intention to be loyal or not to a product or service that is considered to provide the most optimal benefits. Gojek customers who experience greater benefits compared to other applications tend to have high customer loyalty. In addition, Gojek in Yogyakarta is an online transportation pioneer compared to other competitors and is one of the longest-lasting ones so that people tend to know and get more benefits than other applications. Based on the various explanations above, this study proposes the following hypothesis:

H1: Perceived value has a positive effect on Gojek customer loyalty in Yogyakarta.

The relationship between customer satisfaction and loyalty is influenced by the conditions of society, country, and applicable regulations (Diallo et al., 2018). Previous research has shown evidence that satisfaction is an important factor influencing loyalty (Chen, 2012; Solimun & Fernandes, 2018; Thakur, 2019; Zhang, Liu, Lu, & Xiao, 2019). Previous research examining the relationship between satisfaction and loyalty recommends that this relationship needs to be studied further because there are still many factors that influence and the results are different (Chen, 2012). Research on the relationship between satisfaction and customer loyalty is also classified into satisfaction assessments based on affective and cognitive (Gallarza, Ruiz-Molina, & Gil-Saura, 2016). According to Kotler and Keller (2009) specifically, customer satisfaction is proxied as a pleasure or disappointment with a product or service and is based on the expected expectations of the product or service. Someone who is satisfied tends to be loyal to the product or service and who is not satisfied will tend to switch products or services (Kotler & Keller, 2009). The higher a person's satisfaction with a service that is felt, the higher the loyalty of that person.

This study argues that one's satisfaction with a product affects Gojek customer loyalty. Someone who is satisfied tends to be loyal to the product or service and who is not satisfied will tend to switch products or services. This is because the person gets a positive experience or a positive impression from using the Gojek application. Therefore, this study proposes the following hypothesis:

H2: Satisfaction has a positive effect on Gojek customer loyalty in Yogyakarta.

This research model illustrates the factors that influence customer loyalty. This study examines the effect of perceived value and satisfaction on customer loyalty (Diallo et al., 2018). The specific research model is described in Figure 1.

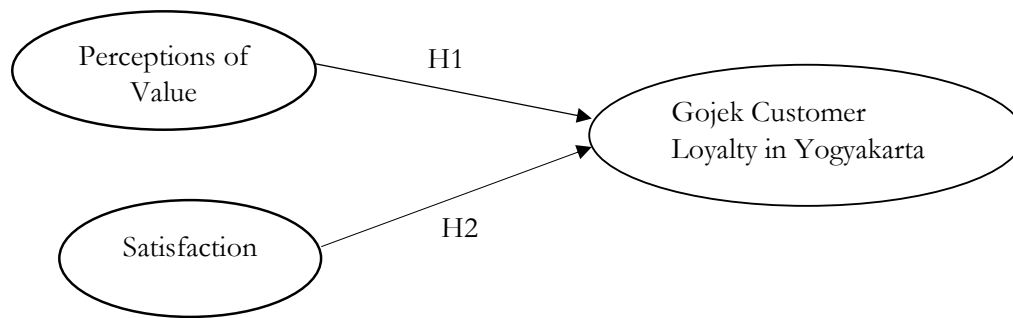


Figure 1. Research Model

METHODS

This research is an explanatory study, which tries to explain a phenomenon in the form of a causal relationship between variables through hypothesis testing. This research is also quantitative in nature by using primary data derived from respondents' answers to several statements submitted by researchers through distributed questionnaires (Cooper, Schindler, & Sun, 2006). The population in this study were all users of the Gojek application service. The sample of this research is users of the Gojek application which include school children, students, employees, and the community in Yogyakarta. The sample includes all ages from children to adults and the elderly. The sample in this study was conducted randomly by selecting respondents directly and indirectly via email or social media. The number of samples in this study were 100 people. The sample in this study was conducted randomly by selecting respondents directly and indirectly via email or social media. The sample size is based on Hair Joseph, Anderson Rolph, Tatham Ronald, and Black tWilliam (1994). According to Hair Joseph et al. (1994), the ideal and representative size of the respondent depends on the sum of all the indicators in the variable multiplied by 5-10. This research contains 11 statement items, so the minimum limit of respondents is 11x5, namely 55, while the maximum limit is 11x10 which is 110. So that 100 respondents in this study were considered sufficient to represent the population.

This study uses primary data derived from respondents' answers to some of the researchers' statements through distributed questionnaires. This research was conducted by distributing questionnaires directly and indirectly through the google form application. Data obtained from respondents' answers to statements submitted through distributed questionnaires. The type of data used in this research is primary data, which is data taken directly from the data source and has not been processed by any party for specific research purposes (Cooper et al., 2006). This research questionnaire is based on previous research. The value perception questionnaire is based on He and Li (2010), the satisfaction questionnaire is based on Mägi (2003) and the loyalty questionnaire is based on Rabbanee et al. (2012).

The data processing method in this study uses Partial Least Square (PLS). PLS is a multivariate statistical technique that performs comparisons between multiple dependent and multiple independent variables (Jogiyanto & Abdillah, 2009). The purpose of PLS is to predict the effect of variable X on Y and to explain the theoretical relationship between the two variables (Jogiyanto &

Abdillah, 2009). PLS is a variant-based structural equation analysis that can simultaneously test the measurement model as well as test the structural model (Jogiyanto & Abdillah, 2009). The measurement model is used to test the validity and reliability, while the structural model is used to test the causality (hypothesis testing with predictive models). PLS is a causality prediction tool used for theory development. The advantages of PLS include that PLS is not based on various assumptions, can be used to predict models with a weak theoretical basis, can be used on data that has "disease" classical assumptions, (such as data that are not normally distributed, multicollinearity problems, and autocorrelation problems), can be used for small sample sizes, and can be used for both formative and reflective constructs (Jogiyanto & Abdillah, 2009). Hypotheses that are supported or unsupported in testing using PLS will be shown in the structural model. This study tested a structural model with a 500 subsamples bootstrapping procedure to estimate the significance of the hypothetical relationship using Smart PLS 3 analysis. The hypothesis is supported if the P value is below 0.05 or 0.01 and the t-statistic value is greater than 1.96 (Jogiyanto & Abdillah, 2009).

RESULT AND DISCUSSION

Table 1 summarizes the demographics of the respondents:

Table 1. Respondent Demographics

No.	Characteristics	Respondents	Amount	
1	Gender:	Man	64	64.00%
		Women	36	36.00%
	Amount:		100	100.00%
2	Age:	<16 years	0	0.00%
		16-18 years	15	15.00%
		19-24 years	13	13.00%
		25-28 years	10	10.00%
		29 - 35 years	44	44.00%
		> 35	18	18.00%
	Amount:		100	100.00%
3	Last education:	<SMP - SMA / SMK	52	52.00%
		Diploma (D1, D2, D3)	0	0.00%
		Bachelor degree)	37	37.00%
		Postgraduate (S2)	11	11.00%
		Doctor (S3)	0	0.00%
	Amount:		100	100.00%
4	Profession:	Government employees	12	12.00%
		Private employees	38	38.00%
		Entrepreneur / Entrepreneur	23	23.00%
		Housewife	5	5.00%
		Not yet working	0	0.00%
		Student / Student	22	22.00%
		Others	0	0.00%
	Amount:		100	100.00%

Source: data processing results (2020)

The number of respondents in this study was 100 Gojek customers in Yogyakarta. The majority of respondents were male, namely 64 respondents (64%) and only 36 female respondents (34%).

Age of respondents around 28 - 35 years is the majority, then the second is over 35 years old, third, the respondent's age is around 16-18 years old, fourth, the respondent's age is around 19-24 years old, fifth, the respondent's age is around 25-28 years and nothing none of the respondents were teenagers or under 17 years old. The majority of respondents' last education level was senior high school, then undergraduate and finally postgraduate. Respondents' profession respectively are private employees, students, entrepreneurs, civil servants and housewives.

This study uses a two-step analysis procedure, the first measurement model is to evaluate the validity and reliability of the instrument, the second is a structural model to test the relationship between variables or hypotheses. (Hair Joseph et al., 1994). This study tested the construct validity and reliability with the loading factor value, AVE, and composite reliability (Jogiyanto & Abdillah, 2009).

Based on the results of the measurement model test, it can be explained that there are several indicators that meet the validity requirements (namely the loading factor value above 0.7 and AVE 0.5). The value perception construct has three indicators, the Satisfaction construct has three indicators and the Loyalty construct has five indicators. The results of the measurement model show that the composite reliability value of each construct is above 0.7, so it can be stated that the measuring instrument used in this study is reliable. The results of the validity and reliability tables are summarized in Table 2, Table 3 and Table 4.

Table 2. Loading Factor

No.	Variable	Indicator	Score
1	Perceptions of Value	PN1	0.778
		PN2	0.774
		PN3	0.816
2	Satisfaction	K1	0.863
		K2	0.913
		K3	0.869
3	Loyalty	L1	0.862
		L2	0.822
		L3	0.751
		L4	0.845
		L5	0.808

Source: data processing results (2020)

Table 3. AVE

No.	Variable	Score
1	Perceptions of Value	0.623
2	Satisfaction	0.778
3	Loyalty	0.670

Source: data processing results (2020)

Table 4. Composite Reliability

No.	Variable	Score
1	Perceptions of Value	0.832
2	Satisfaction	0.913
3	Loyalty	0.910

Source: data processing results (2020)

Structural models are used to test the research hypothesis (Jogiyanto & Abdillah, 2009). This study tested a structural model with a bootstrapping procedure of 500 subsamples to estimate the significance of the hypothesis using Smart PLS 3 analysis. Table 5 describes the results of testing the research hypothesis.

Table 5. Hypothesis test

Hypothesis	Relationship	Original sample	T-Statistic	P-value	Result
H1	Perceived value on loyalty	0.585	7,584	0.000	Significant
H2	Satisfaction in loyalty	0.155	2,418	0.016	Significant

Source: data processing results (2020)

Original sample shows the direction of the relationship in research that is positive or negative (Jogiyanto & Abdillah, 2009). Hypothesis testing is shown from the comparison between t-table and t-statistics. If the t-statistic is higher than the t-table, then the hypothesis is supported at a 95% confidence level or 5% alpha, the t-table value on the two tailed hypothesis is > 1.96 (Jogiyanto & Abdillah, 2009).

H1 states that perceived value has a positive effect on Gojek customer loyalty in Yogyakarta. The results showed that perceived value has a positive effect on loyalty with t-statistic (7.584) $>$ t-table (1.96) and p value 0.000, significant at $\alpha = 5\%$. H2 states that satisfaction has a positive effect on Gojek customer loyalty in Yogyakarta. The results showed that satisfaction has a positive effect on loyalty with t-statistic (2.418) $>$ t-table (1.96) and p value 0.016, significant at $\alpha = 5\%$.

In general, this study examines the effect of perceived value and satisfaction on customer loyalty, particularly in the online transportation service industry (Gojek) in Yogyakarta, Indonesia. Specifically, this study shows that the overall hypothesis is significantly supported.

Previous research has shown evidence that perceived value has a more significant effect on customer loyalty than other variables such as trust and commitment (Chen, 2012). In addition, various studies have shown that perceived value has a significant effect on customer loyalty (Amri et al., 2019; Hamouda, 2019; Scridon et al., 2019). The relationship between perceived value and loyalty is very dynamic and needs to be studied empirically (El-Adly & Eid, 2016). Perceived value can be based on perceived usefulness in the Technology Acceptance Model (TAM), which describes how technology can provide more value than other alternative methods for the same task (Davis, 1989; Fred D Davis et al., 1989). Technology that provides added value or benefits to a person will affect one's attitudes and intentions towards the technology (Davis, 1989; Fred D Davis et al., 1989). This shows that someone who feels that he gets more value or benefits from the technology used, the person's attitude and intentions towards the technology will also be higher or positive. This study argues that a person's perceived value affects Gojek's customer loyalty because the benefits felt by customers last longer than other competitors. Based on TAM, the higher the benefits a person feels, the higher one's perception of the value of a service used. This shapes one's attitude and intention to reuse Gojek services and customer loyalty is also getting higher.

In addition, based on perceived goal and action identity theory, perceived value in marketing research can be classified as achieving the most optimal goals of a marketing activity (Sirdeshmukh et al., 2002). Sirdeshmukh et al. (2002) explained that perceived value can be explained as a person's motivation which influences one's intention to be loyal or not to a product or service that is considered to provide the most optimal benefits. This study shows that the first hypothesis is

supported. This study argues that a person's perceived value affects Gojek customer loyalty because the benefits perceived by customers last longer than other competitors. Furthermore, the higher the benefits a person feels, the higher one's perception of the value of a service used and encourages one's attitude and intention to reuse Gojek services so that customer loyalty is also higher. Gojek customers who experience greater benefits than other applications tend to have high customer loyalty. In addition, Gojek in Yogyakarta is a pioneer of online transportation compared to other competitors and is one of the best so that people tend to know and get more benefits than other applications.

Previous research has also shown that satisfaction is an important factor influencing loyalty (Chen, 2012; Solimun & Fernandes, 2018; Thakur, 2019; Zhang et al., 2019). The relationship between satisfaction and loyalty is categorized in affective and cognitive research (Gallarza et al., 2016). Based on Kotler and Keller (2009) satisfaction is proxied as a pleasant and unpleasant experience with the use of a product or service. Someone who is not satisfied with the use of a product or service will not reuse it (Kotler & Keller, 2009). The level of satisfaction indicates the level of customer loyalty. This study shows that the second hypothesis is supported. This study argues that one's satisfaction with a product affects Gojek customer loyalty. Someone who is satisfied tends to be loyal to the product or service and who is not satisfied will tend to switch products or services. This is because the person gets a positive experience or impression from using the Gojek application.

In conclusion, this study shows that perceived value and satisfaction have a significant effect on Gojek customer loyalty in Yogyakarta, Indonesia. The results showed that Gojek customers felt the benefits of the services provided by Gojek. Gojek customers also have positive experiences with Gojek services, so it can be concluded that these factors affect the loyalty of Gojek customers in Yogyakarta. The next key to business continuity is maintaining loyalty. Customer loyalty can increase the income or profits of a business, and keep the business going

CONCLUSION

The problem in this study is the phenomenon of customer loyalty, especially in transportation services (Gojek) due to business competition in the transportation industry. Research on customer loyalty has been done a lot, but little has been done to specifically discuss customer loyalty of online transportation services, especially in Yogyakarta, Indonesia. The results of the study concluded that Gojek customer loyalty in Yogyakarta is significant based on perceived value and satisfaction.

The topic of this research is about the factors that affect customer loyalty, especially customers of the online transportation service industry (Gojek) in Yogyakarta, Indonesia. The challenges in this research are the process of collecting data, analyzing data, and developing research hypotheses. The strength of this research, first, is the research problem that is relevant to current conditions. Second, the development of variables that affect customer loyalty. The weakness of this research is the relatively small data and coverage of the research area. Although there are several challenges and weaknesses, this research provides useful insights, especially in the field of marketing management, particularly in studying customer loyalty. Future research can replicate this model to other sectors with big data or samples Parida and Sahney (2017).

This research is expected to provide recommendations for academics and non-academics, especially in assessing customer loyalty. Recommendations for the academic field, this research is

expected to provide additional empirical results and development of customer loyalty, especially in the field of marketing management. Recommendations for non-academic fields, this research is expected to be a literature review material for business people, especially in studying the factors that affect customer loyalty. Specific recommendations for the Gojek company, this research can be taken into consideration for Gojek's policy considerations in increasing customer loyalty, especially by taking into account several factors, namely service excellence, customer experience and customer cultural characteristics. This study also provides recommendations for universities. First, this study provides empirical evidence regarding the factors that influence customer loyalty, namely perceived value, satisfaction and culture. Second, this research provides insight to academics in studying and developing research in the field of marketing, especially on the topic of customer loyalty.

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